

WHAT IS CLAIMED IS

1. An application device (1), in particular for applying a liquid, gel-like or
pasty cosmetic to the skin, comprising
 - 5 - a container (3) for the cosmetic;
 - an applicator (6) which is connected to the container (3) via at least one
 supply channel (14);
 - a piston (4) which is displaceably guided in the container (3) for deliv-
 ery of the cosmetic towards the applicator (6); and
 - 10 - an operating mechanism (5) for operating the piston (4).
2. An application device according to claim 1, wherein the piston (4) com-
prises an outer guide section of non rotationally, symmetric cross-sectional
15 surface (2) of the container (3).
3. An application device according to claim 2, wherein the cross-sectional
shape of the outer guide section is elliptic.
- 20 4. An application device according to claim 1, wherein the operating
 mechanism (5) is rotatable about the longitudinal axis of the piston (4),
 translation of the rotary motion of the operating mechanism (5) into piston
 travel taking place via a reversing gear, in particular a helical gear (33, 35),
 a locking device (23) being provided, which subdivides the rotary motion
25 of the operating mechanism (5) about the longitudinal axis into discrete
 steps of rotation.
5. An application device according to claim 4, wherein the locking device
(23) comprises a first locking unit (25) which is disposed on the operating

mechanism (5) and cooperates with a second locking unit (22) which is mounted on another part of the application device (1), in particular on the container (3), one of the two locking units (22, 25) having at least one rib (24) which cooperates with at least one flexible locking tongue (27) of the
5 other locking unit (25, 22).

6. An application device according to claim 5, wherein the at least one locking tongue (27) is formed for deviation from the symmetry of rotation about the longitudinal axis of the piston (4) such that the locking device
10 (23) permits a motion of rotation of the operating mechanism (5) only in a single direction of rotation.

7. An application device according to claim 1, wherein the operating mechanism (5) is connected and secured to another part of the application
15 device (1), in particular to the container (3), via a flexible interlocking device (30, 31).

8. An application device according to claim 7, wherein the interlocking device (30, 31) comprises a flexible interlocking element (30) which is
20 provided on an outer wall of the operating mechanism (5) and which, for flexible dislocation, is disposed in the vicinity of a wall weakening (32) of the operating mechanism (5).

9. An application device according to claim 1, wherein the applicator (6)
25 has a flocked application surface (7) which is integrally joined thereto.